

Berlinale Programme Brochure 2025

75th Berlin International Film Festival

Foto: Berlin International Film Festival



From February 13 to 23, 2025, Berlin will once again become the center of the film world: the Berlinale celebrates its 75th anniversary, drawing tens of thousands of film enthusiasts and industry experts from around the world to Berlin.

Roll out the red carpet for your advertising message!

With nearly 450,000 cinema visits and close to 330,000 tickets sold, the Berlinale is one of the largest audience festivals in the world. Take advantage of its exceptional reach and showcase your brand effectively in the Berlinale programme guide.

This bilingual publication is the central reference for all festival visitors and is distributed citywide before and during the Berlinale, as well as included with the daily newspapers *Tagesspiegel* and *Potsdamer Neueste Nachrichten*. It is also available as an e-paper.



Berlinale Programme Brochure 2025

75th Berlin International Film Festival

Publication date: Feb 4, 2025

Tagesspiegel supplement: Feb 5, 2025

Ad deadline: Jan 10, 2025

Print materials deadline: Jan 17, 2025

Print run: 180.000

Length: approx. 92 pages

Format: 205 × 280 mm

Copy price: free

Distribution: free distribution before and during the festival at Berlinale venues and many other cultural landmarks across Berlin, as well as an exclusive insert in the daily newspapers *Tagesspiegel* and *Potsdamer Neueste Nachrichten*.

Formats and prices

Format (width × height in mm)	Bleed (+ 5 mm)	Print area	Price
1/1	205 × 280		14.500 €
1/2 horizontal	205 × 136	189 × 125,5	7.300 €
1/3 horizontal	205 × 91,5	189 × 81	4.900 €
1/4 horizontal	205 × 71	189 × 60	3.700 €
1/4 page box		90 × 125,5	3.700 €
1/8 horizontal		90 × 60	1.900 €



Ad placements are for display purposes only; all formats are primarily placed at the bottom of the pages.



Berlinale Programme Brochure 2025

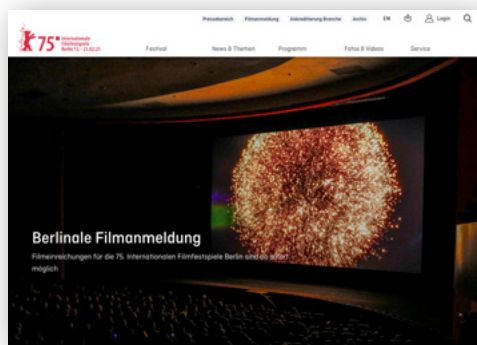
75th Berlin International Film Festival

The publishers introduce themselves

Tip Berlin Media Group GmbH

We are a multimedia publishing house from Berlin. We publish, among other things, the large traditional city magazine *tipBerlin*, the English-language magazine *The Berliner* as well as digital media such as the websites www.tip-berlin.de and www.the-berliner.com. We manage the social media channels on Facebook, Instagram and Twitter for *tipBerlin* and *The Berliner* and produce numerous high-quality editions.

» www.tipberlinmediagroup.de



Berlin International Film Festival

The *Berlin International Film Festival* (*Internationale Filmfestspiele Berlin*), better known as the *Berlinale*, is an annual film festival held in Berlin. Along with the festivals in Cannes and Venice, the *Berlinale* is one of the most prestigious film festivals worldwide. The *Berlinale* brings major stars and captivating cinema to Berlin and stands for diverse participation and a vibrant film culture. Art, glamour, parties and business are closely intertwined at the city's largest cultural event.

» www.berlinale.de

Berlinale 2024 in numbers

Visitors

Cinema visits 447,655
Tickets sold 329,502

Industry professionals

Akkredited industry professionals (without press) 17,297
Countries of origin 157

Press

Press representatives 2,671
Countries of origin 81

Screenings

Number of films in the public programme 243
Number of screenings 884

European Film Market

Industry professionals 9,245
Number of films 639
Number of screenings 998
Stalls / offices 234
Number of exhibitors 614

Berlinale Co-Production Market

Participants 751
Countries of origin 70

Berlinale Talents

Participants 196
Countries of origin 65



Berlinale Programme Brochure 2025

75th Berlin International Film Festival

Technical information

Data transfer

via Dropbox, WeTransfer or
email: anzeigen@tip-berlin.de

Accepted file formats

PDF/X-4, fonts included

Colour mode

No spot colours. Colours must be converted to CMYK mode. Minor deviations in tone value and print registration are due to the printing process and do not entitle a client to claims.

Colour profiles

PSO LWC Standard

Data naming

In order to be able to guarantee a better allocation, we ask for the name of the booked publication, year of publication,

on, your name and the format of the delivered advertisement, for example:

Berlinale_2025_YourName_205x280.pdf

Bleed ads

Required bleed: 5 mm. Due to bleed tolerance, we recommend placing relevant content (font, logo, etc.) at least 5 mm from the bleed margin.

Berlinale typeface

Myriad Pro

Berlinale red

Euroscale: 100 Magenta / 90 Yellow
(Pantone 185 C)

Berlinale logo

The use of the logo is reserved for partners who have been authorised by the Berlinale for this purpose.

Contact

MARKETING & MEDIA CONSULTING

Tip Berlin Media Group GmbH

Müllerstr. 12
13353 Berlin

Tel. 030 233 269 - 600

Fax 030 233 269 - 899

Email » anzeigen@tip-berlin.de

PUBLISHER

Internationale Filmfestspiele Berlin

Potsdamer Platz 11
10785 Berlin

A division of Kulturveranstaltungen
des Bundes in Berlin GmbH

» www.berlinale.de

Publishing details

Terms and conditions

Our general terms and conditions of payment and business apply to the processing of orders:
www.tipberlinmediagroup.de/agb

Payment terms

All prices are stated in € per ad, plus VAT. Payment is due 10 days after receipt of the invoice without any deductions. A 2% discount is offered for payments via direct debit.

Bank details

IBAN DE24 1001 0010 0572 8341 05
BIC PBNKDEFF | Postbank
District court of Charlottenburg
(Amtsgericht); HRB 150855 B;
VAT ID: DE290376398